



Able Shepherd® is an elite-level self-defense training program utilizing armed, and unarmed tactics. Graduates become known as “Able Shepherds,” entrusted with skills to empower them to actively protect, guide, and strengthen their communities. Our goal is to make them, and those around them, safer. We do this by holding them to the highest of moral, ethical, and tactical standards.

Ride For The Brand

- Serve the mission, not yourself. “If you’re doing it for you (look at me, look at me)...you’re probably wrong”
- Know and support the Second Amendment
- Know your local gun laws, and how they affect you
- Have the realistic capability to responsibly defend yourself, your family and your loved ones
- Be professional and courteous while wearing branded clothing or displaying the brand
- Be an example of what we want more of
- Speak intelligently about the program and what we do to empower responsible citizens
- Quiet, Professional, Capable

Protect The Brand

- Serve the mission, not yourself. “If you’re doing it for you (look at me, look at me)...you’re probably wrong”
- Do not agitate a volatile situation
- Do not wear branded clothing to politically-inspired or any non-sanctioned events
- Speak intelligently ABOUT the program (ie. friend, family, or anyone who would benefit from our training), but not ON BEHALF of the program (ie. media, LE, organizations, etc.).
- Only the Public Relations officer for Able Shepherd will make statements ON BEHALF of Able Shepherd.

Sanctioned Events

On occasion Able Shepherd will coordinate volunteer personnel at events to enhance safety. These events are originated and coordinated by the Able Shepherd management team. Planning, staffing, organization and dress code will be assigned during these events.

Non-Sanctioned Events

Events not coordinated by the Able Shepherd management team. Any Able Shepherd branding is inappropriate at these events.

Violating any of these policies may result in being removed from the training program.

Take Care of One Another,

Jimmy Graham, and the Able Shepherd Team